



FACULTY OF ECONOMICS & BUSINESS

Uni
LB
2321
D291
2006

A Decade of FEB

(1996 - 2006)



611362145

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UNIMAS



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Pusat Khidmat Maklumat Akademik
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VISION AND MISSION OF UNIMAS



Vision

To become an exemplary university of internationally acknowledged stature and a scholarly institution of choice for both students and academics through the pursuit of excellence in teaching, research and scholarship.

Mission

To generate, disseminate and apply knowledge strategically and innovatively to enhance the quality of the nation's culture and prosperity of its people.

VICE CHANCELLOR'S MESSAGE

Assalamualaikum W.B.T.


I thank you for this opportunity to join you in celebrating the 10th Anniversary of the Faculty of Economics and Business (FEB). This is certainly a momentous event in the passage of history. I am indeed glad to see the growth and transformation of the FEB from its humble beginnings in 1996 to what it has become today. I thank the past and present leadership and the staff of FEB for their collective effort and contribution towards the scholarship and prestige of Universiti Malaysia Sarawak (UNIMAS).

Over the past decade and a half, UNIMAS has grown steadily with a student population of almost 6,500 for the academic year of 2006 and of those, 10 percent are postgraduates. FEB has contributed significantly to the number of graduates and to the impressive quality of our graduates at both undergraduate and postgraduate who have gone to distinguish themselves in various fields and disciplines, both at home and abroad. FEB has undertaken many consultancy works to provide training and expertise to both the local industry and the government sector. Staff of FEB is also actively involved in community projects to benefit the local community. Such efforts align with UNIMAS's vision to become an exemplary university of internationally acknowledged stature and a scholarly institution of choice for both students and academics through the pursuit of excellence in teaching, research and scholarship.

Each faculty in the university is responsible to maintain our Vision and meet the objectives of our Mission as indicative of the way UNIMAS will develop and grow through time. Throughout our young history, UNIMAS has been committed to providing the best in terms of teaching, research and scholarship. As Vice Chancellor of this University, I am determined to head it towards its decreed goals and to ensure achievements that will give it a place in the national and international arena.

Once again, I would like to express my appreciation for the faculty's contributions and commitments. I urge the faculty to continuously improve and have a passion for excellence to further enhance the prestige of the University.

Syabas!



Professor Datuk Dr. Abdul Rashid Abdullah
Vice Chancellor UNIMAS



FACULTY OF ECONOMICS & BUSINESS (FEB)

VISION

To be a regional scholarly-based Centre of Excellence for Economics, Business and Entrepreneurship.

MISSION

To offer scholarly-based studies and research in Economics, Business and Entrepreneurship and be the leading choice for students and academicians through a strategy of excellence in teaching, learning, research and consultation.

ECONOMICS PROGRAMME

This programme aims to prepare students with knowledge, skills and to have a competitive mind in economics at both domestic and international level.

- International Economics
- Industrial Economics

BUSINESS PROGRAMME

This programme specialises in Marketing & Finance and aims to provide a comprehensive understanding of the role marketing and finance plays in an organisation.

- Marketing
- Finance



DEAN'S MESSAGE



Assalamualaikum w.b.t and Salam Sejahtera.

I am delighted to take this opportunity to say a few words in this commemorative publication of the faculty. It is timely for the faculty to publish "Faculty of Economics and Business: A Decade" in conjunction with its 10th year anniversary. This commemorative publication is intended to capture the history of the faculty over the past 10 years period and is especially important for current and future staff and for future generations of the faculty citizens.

The Faculty of Economics and Business was established in 1996 in tandem with the Malaysian vision of becoming a fully industrialized nation by the year 2020. The mission of the faculty is to acquire and disseminate the most contemporary knowledge in economics and business. It equips undergraduate students with a range of modules and courses for the intellectual foundations of economics and management practices, and with postgraduate students with more advanced and specialised training in specific fields of economics and business.

It is my hope that this commemorative publication is not just a record of past successes but it also as a benchmark for continuity of the faculty to greater heights of achievement. I would like to express my gratitude to those who had contributed directly or indirectly to what it is today. It is also my hope that stakeholders continue to work and strive hard to ensure that standards of excellence exceed expectations. Finally, I would like to express my heartfelt thanks to all those colleagues that have been working collectively to produce this beautiful piece of nostalgia and memoirs.

Prof. Dr. Shazali Abu Mansor
Dean
Faculty of Economics & Business

FACULTY OF ECONOMICS AND BUSINESS

The Faculty of Economics and Business was established in 1996 in tandem with the Malaysian vision of becoming a fully industrialised nation by the year 2020. The faculty's mission is to offer scholarly-based studies and research in Economics, Business and Entrepreneurship and to be the leading choice for students and academicians through a strategy of excellence in teaching, learning, research and consultation. Undergraduate students are equipped with a range of modules and courses for the intellectual foundations of economics and business management practices, and postgraduate students with advanced and specialised training in specific fields of economics and business.

In order to align individual talents and scholarly needs of graduates, the faculty provides its students with the skills and knowledge relevant to a wide choice of professional, economic and business related careers in both private and public enterprises upon graduation. Hence, our undergraduate and postgraduate degrees are widely recognised and valued by employers. Therefore, the faculty serves as a platform for graduates to launch into professional careers or to further enhance career prospects.

There are two main programmes offered by the Faculty of Economics and Business (FEB) UNIMAS namely, the Economics programme and the Business programme. The Economics programme is structured to offer two main specialisations; International and Industrial Economics which are designed based on the current/potential needs of the industry. Furthermore, the programme's objective is to equip students with the knowledge and skills to develop a competitive mindset in preparation students for professional careers in both local and the global economy.

The Business programme is structured to offer two main specialisations; Marketing and Finance. The Marketing programme's objective is to provide students with sound theories, principles and in-depth knowledge in marketing as well as to give a wide exposure to all operational functions of a business enterprise. The Finance specialisation of the Business programme focuses on preparing students to plan, manage and analyse the financial and monetary aspects and performance of organisations.



1996-2006



Present 2007

For those interested in pursuing studies to a higher level, students can join the Corporate Master of Business Administration (CMBA) programme upon completion of any undergraduate studies. The CMBA is a postgraduate degree catering for full time working professionals wanting to enhance their careers to meet challenges in a complex and dynamic business environment. Experienced, dedicated and qualified lecturers are brought in to ensure innovative, application-oriented and multi-disciplinary approach to learning. The programme has attracted a highly motivated community of students from diverse academic backgrounds and working experiences. The CMBA @ UNIMAS is outstanding because it has retained the best features of the traditional MBA combined with contemporary features demanded by today's business managers. The faculty also offers the Doctor of Philosophy (Ph.D). The faculty has significant research specialisations in: advertising, economic integration, entrepreneurship and industrial economics.

The Faculty of Economics and Business is also actively involved in organising international and national conferences; the International Borneo Business Conference (IBBC) and Asia Pacific Marketing Conference (APMC) are flagship conferences for the university. These conferences attract participants from numerous local and international scholars as well as prominent industry leaders.





Friend Forever



BUSINESS PROGRAMME

Specialises in Marketing & Finance, and aims to provide a comprehensive understanding of the role marketing and finance plays in an organisation.



ECONOMICS PROGRAMME

Aims to prepare students with knowledge, skills, and to have a competitive mind in economics at both domestic and international level.





UNDERGRADUATE PROGRAMMES

PROGRAMMES OFFERED IN FACULTY OF ECONOMICS AND BUSINESS

No	Programme	Academic Year		Description
		Start	End	
1	Economics Programme			
	International Economics	1996/1997	Current	This programme aims to produce outstanding graduates with analytical skills to be global players in economics and business.
	Industrial Economics	1996/1997	Current	This programme aims to prepare students with knowledge and skills to be professionals in industrial economics.
2	Business Programme			
	Marketing	2001/2002	Current	This programme aims to provide students with sound theories, principles, and in-depth knowledge in marketing as well as to give a wide exposure to all operational functions of a business enterprise.
	Tourism	1999/2000	2005/2006	This programme offers students with knowledge and skills to develop insights on the role that tourism plays in economic development.
	Business Management and Information System	2000/2001	2003/2004	This programme prepares graduates with a comprehensive curriculum in information systems to solve business problems.

THE PRESENT AND FORMER DEANS



Prof. Dr Shazali Abu Mansor
Dean [2002 - present]



Dr Wan Latifah Wan Mohammad
Dean [1996 - 1998]



Prof. Dr Rajah Rasiah
Dean [1998 - 2000]



Prof. Dr Osman Rani Hassan
Dean [2000 - 2002]

FACULTY ADMINISTRATORS

Deputy Deans



**Undergraduate and Student
Development**
Salbiah Edman



Postgraduate & Research
A.P. Dr. Ernest Cyril De Run

Head of Departments



Economics
A.P. Dr. Ahmad Shuib



Business
Prof. Dr. Abu Hassan Md. Isa

Coordinators



International Economics
Puah Chin Hong



Industrial Economics
Audrey Liwan



Marketing
Hamrila Abd. Latif



Tourism
Norizan Jaafar

From Left:

Prof. Dr. Rujhan Mustafa
A.P. Dr Rosni Bakar
Dr. Chu Ei Yet
Dr. Lo May Chiun
Dr. Evan Lau Poh Hock
Dr. Rafia Afroz
Dr. Zorah Abu Kassim
Dr. Rabaah Tudin
Tunku Salha Tunku Ahmad
Sharizal Hashim
Kartinah Ayupp
Jerome Kueh Swee Hui
Sophees Sulong Balia
Asri Marsidi
Fathan Soetrisno
Shaharudin Jakpar
Michael Tinggi
Abg. Azlan Mohamad
Janifer Lunyai
Hamri Tuah
Marilyn Ong Swee Ai
Muhd Asraf Abdullah

ACADEMIC STAFF



From Left:

Mohamad Jais
Rohaya Mohamad Nor
Norazirah Ayob
Jamal Abdul Nassir Shaari
Siti Hasnah Hassan
Khairil Annuar Mohd Kamal
Raja Mazhatul Yasmin
Rossazana Ab. Rahim
Dyg Affizah Awg Marikan
Bakri Abd. Karim
Josephine Yau Tan Hwang
Mohd Nazarudin
Rosita Hamdan
Mohamad Affendy
Mahani Mohamad
Harry Entebang
Norlina Kadri



TUTORS



From Left:

Nordiana Ahmad Nordin
Nurul Izza Abd. Malek
Irma Yazreen Md Yusoff
Dyg. Hummida Abg Abd. Rahman
Nor Afiza Abu Bakar
Farhana Ismail
Dyg. Haszelinna Abg Ali

T
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T
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S



FORMER STAFF

From Left:

Asleena Helmi
Fumitaka Furouka
Abas Said
Imran Nanang
Tuah Reduan
Zaiton Ali
Nor Raihan
Masita Hassan
Noorzaidah Zaidin
Dr. Ghazali Ahmad
Prof Kanbur
Rokiah Alawi
Syeikh Azahar
Zaidi Ariffin
Samon bin Marsidi
Dyg. Hajjah Awg Daud
Wan Ida Royani

Hjh. Fatimah Tenain
Khairunissa Abdullah
Siti Huzaimah Rashid
Rogayah Abd. Rahim
Imor Langgu
Doris Francis
Ratina Hassan
Muhsin Apong
Neil Ak Jimeli
Dabif Jack Shaw
Noorul Asmah
Juliana Pon
Khaimi Dan



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Suzeyanty Ajek
Noorhaneyza Ali S. Kechik
Pauline Patrick
Noor Asmah Bujang

Huzaimah Ramli
Haliza Bujang
Ratnadewi Majali
Mohd Nasir Dan
Ghazali Ahmad

Robin Sofian Ho
Yaakub Hulaimi
Seroji New
Wan Huraizul Wan Halkap

"How time literally flies as I felt it was only yesterday I completed my three-year stint at the Faculty from 1997 - 2000. Being the pioneer Assistant Registrar at the newly established faculty was no plain sailing as we have to contend with many teething problems. The 1997 - 1998 financial crisis made matters more complicated. That was the year we made UNIMAS proud as the only institution of higher learning to have successfully, against all odds, organised an international conference to discuss, of all things, financial crisis! Contrary to its tag as 'UNIMAS's youngest and newest faculty, personally to me it is the most dynamic faculty, thanks to its equally dynamic staff. To all the staff of FEB, past, present and future, my sincerest congratulations to you all and please keep up the good work. I am happy to have been associated with the faculty, contributing in my own small way towards the faculty's progress and achievements.
All the best..."

Zaidi Ariffin

First Assistant Registrar

1997-2000



FRANCE

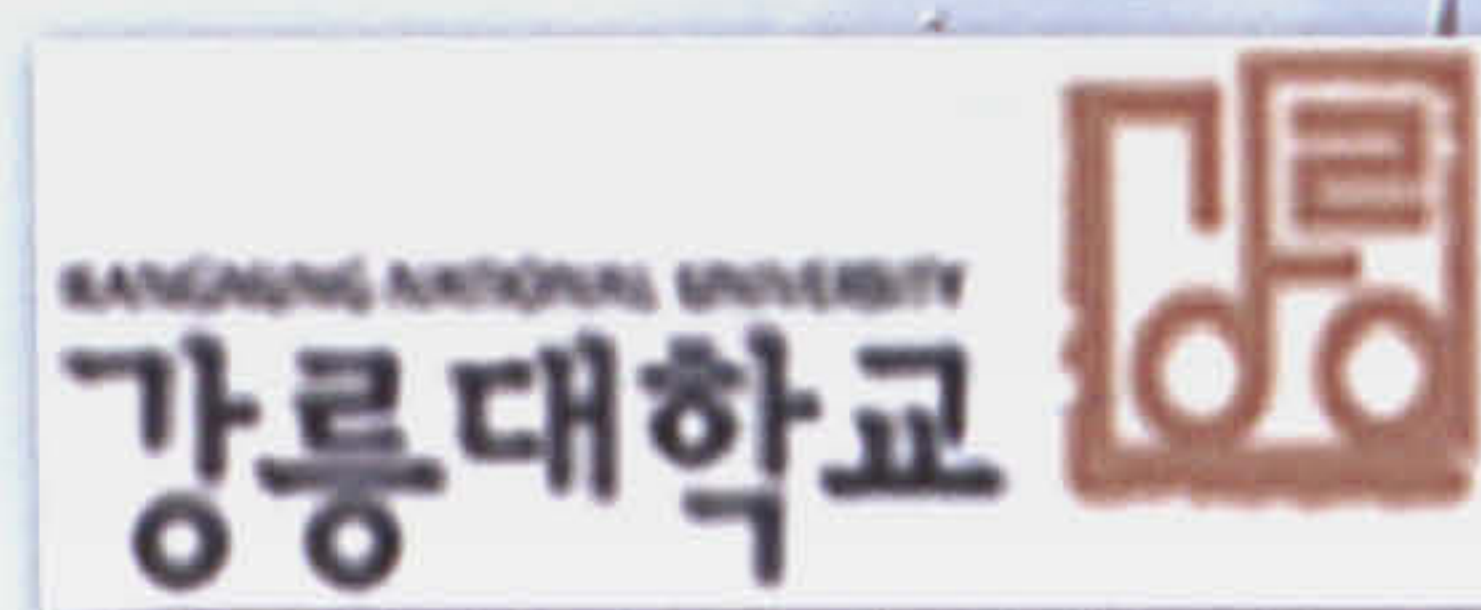
No	NAME	START	END
1	Herbert Edwidge Marcelle Helene	July 2002	Dec 2002
2	Niau Frederie Jean Lovis	July 2002	Dec 2002
3	Albon Vanotti	04 th Aug 2003	2004
4	Antione Tonguy	04 th Aug 2003	2004
5	Thomas Errard	04 th Aug 2003	2004
6	Jerome Viellard	04 th Aug 2003	2004
7	Camille Borocco	16 th Aug 2003	19 th Jan 2005



GROUPE
ESC Troyes!
CHAMPAGNE SCHOOL OF MANAGEMENT

GROUPE ESC TROYES, FRANCE
Champagne School of Management

SOUTH KOREA



KANGNUNG NATIONAL UNIVERSITY,
REPUBLIC OF KOREA

No	NAME	START	END
1	Wong Ik Kim	10th Nov 2003	21st March 2004
2	Tae Jong Yu	10th Nov 2003	21st March 2004
3	Kang Ming Jeong	17th July 2005	10th July 2006
4	Mi Na Kim	December 2005	December 2006
5	Jin Ho Park	December 2005	December 2006
6	Yohan Jung	28th Nov 2006	27th Nov 2007

GERMANY

No	NAME	START	END
1	Marcus Dremimann	2000	2001
2	Christina Dillmann	2000	2001

Hochschule Rosenheim
University of Applied Sciences

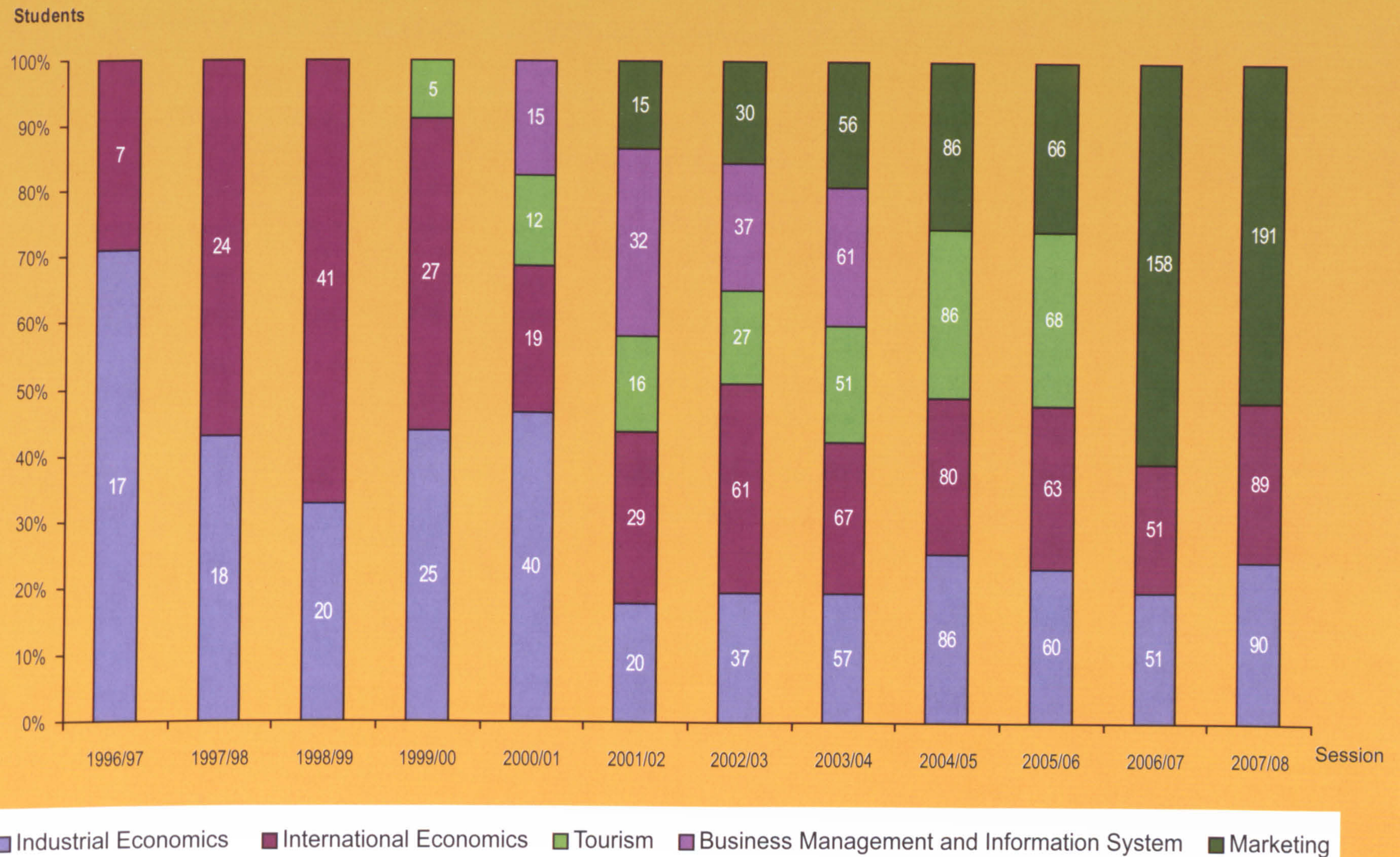


FACHHOCHSCHULE ROSENHEIM, GERMANY,
UNIVERSITY OF APPLIED SCIENCES

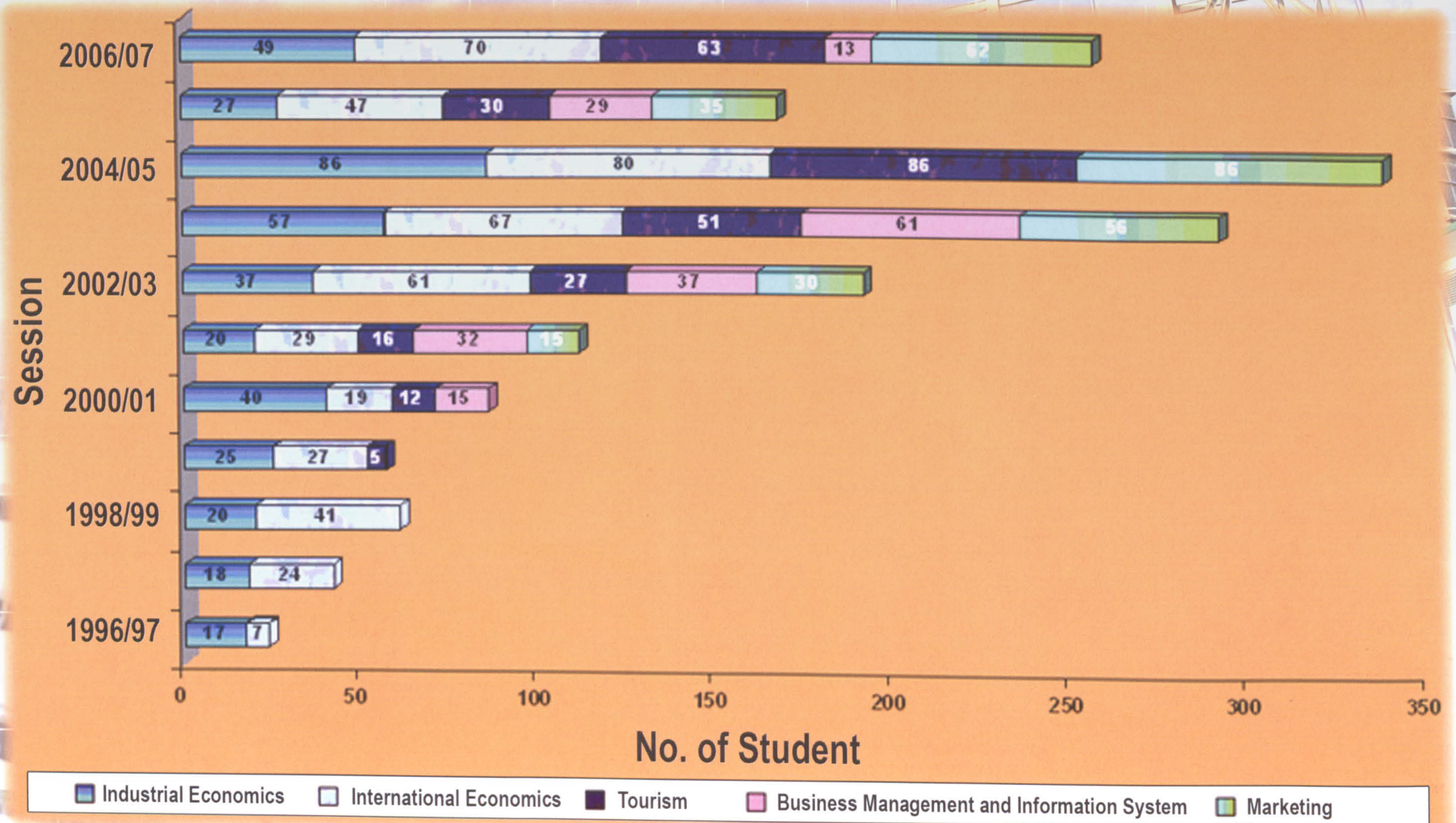
UNDERGRADUATE STUDENTS
EXCHANGE PROGRAMME

INTAKES OF FEB UNDERGRADUATES

1996-2006



GRADUATES OF FEB



CORPORATE MASTER IN BUSINESS ADMINISTRATION

The CMBA caters the need of full time professionals who want to shape up careers to meet the challenges of a complex and changing business environment. Experienced, dedicated and qualified lecturers are brought together to ensure an innovative, application-oriented and multi-disciplinary postgraduate programme. The programme has attracted a highly motivated community of students from diverse academic background and working experiences. The CMBA @ UNIMAS is outstanding because it has retained the best features of the traditional MBA combined with the contemporary features demanded by today's business managers.

Combination of traditional MBA with contemporary features



CMBA

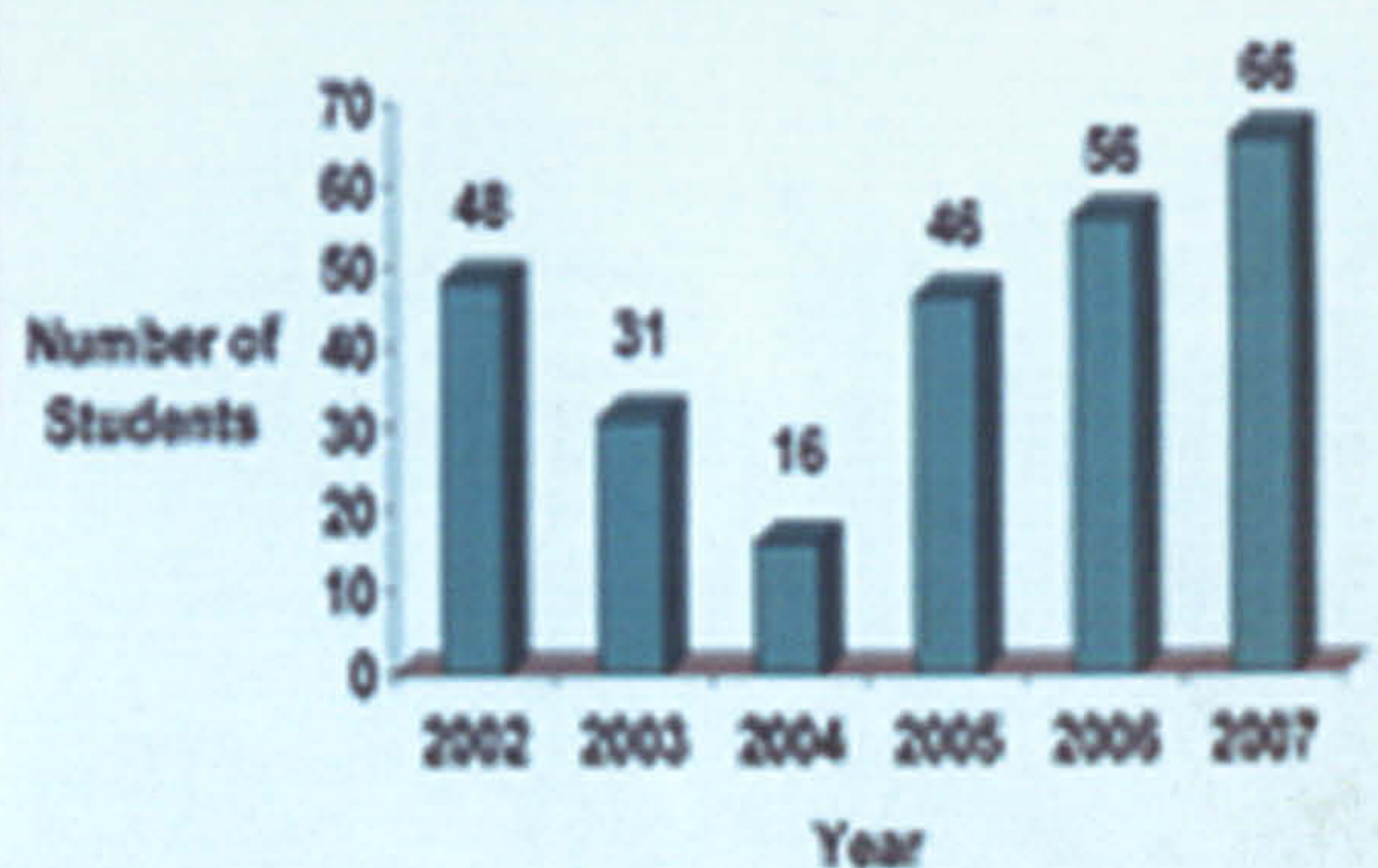
CMBA GRADUATES 2006

"The roots of education are bitter, but the fruit is sweet" - Aristotle

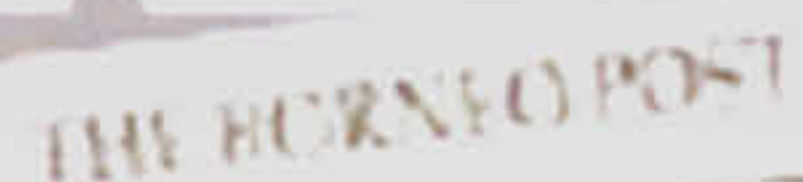




CMBA GRADUATES 2002-2007



THE BURNED POST



Unimas and Borneo Post
to launch business column

to launch

The current research is primarily concerned with the business and management sectors of developed and leading industrialized countries. However, there is a growing interest in research on the business and management sectors of developing countries. This is reflected in the increasing number of research papers and books on the business and management sectors of developing countries. The current research is primarily concerned with the business and management sectors of developed and leading industrialized countries. However, there is a growing interest in research on the business and management sectors of developing countries. This is reflected in the increasing number of research papers and books on the business and management sectors of developing countries.

The purpose of the faculty is to inspire and disseminate the most complete and up-to-date knowledge to our students and business. This goes beyond the classroom and into the workplace. The faculty is committed to providing a high-quality education that prepares students for the challenges of the 21st century. The faculty is also committed to providing a high-quality education that prepares students for the challenges of the 21st century.

The mission of the faculty is to acquire and disseminate the most current and relevant knowledge in the field of business. The goal is to provide a high quality education to our students.

On-going research enters stage of data collection

The research is co-authored by Dr Ernest Guel de Dreu, lecturer from the Faculty of Economics and Business, Universiti Malaysia Sarawak. The initial research is funded by a short-term grant from Unesco.

The quantitative needed will utilize a questionnaire in a survey form and the qualitative method will utilize in-depth interviews.

The success of the Survival Foodstore depends on the qualities of its members. The store has been attributed to their characteristic of honesty. Their innovation, self-reliance, resourcefulness, ambition, hard work, discipline, ability to adapt to new surroundings and spirit of co-operation. However, it is not always whether such well-known qualities are characteristics of the Foodstore community are all the centring marks of the current community.

Prof. Dr. ...
Deputy

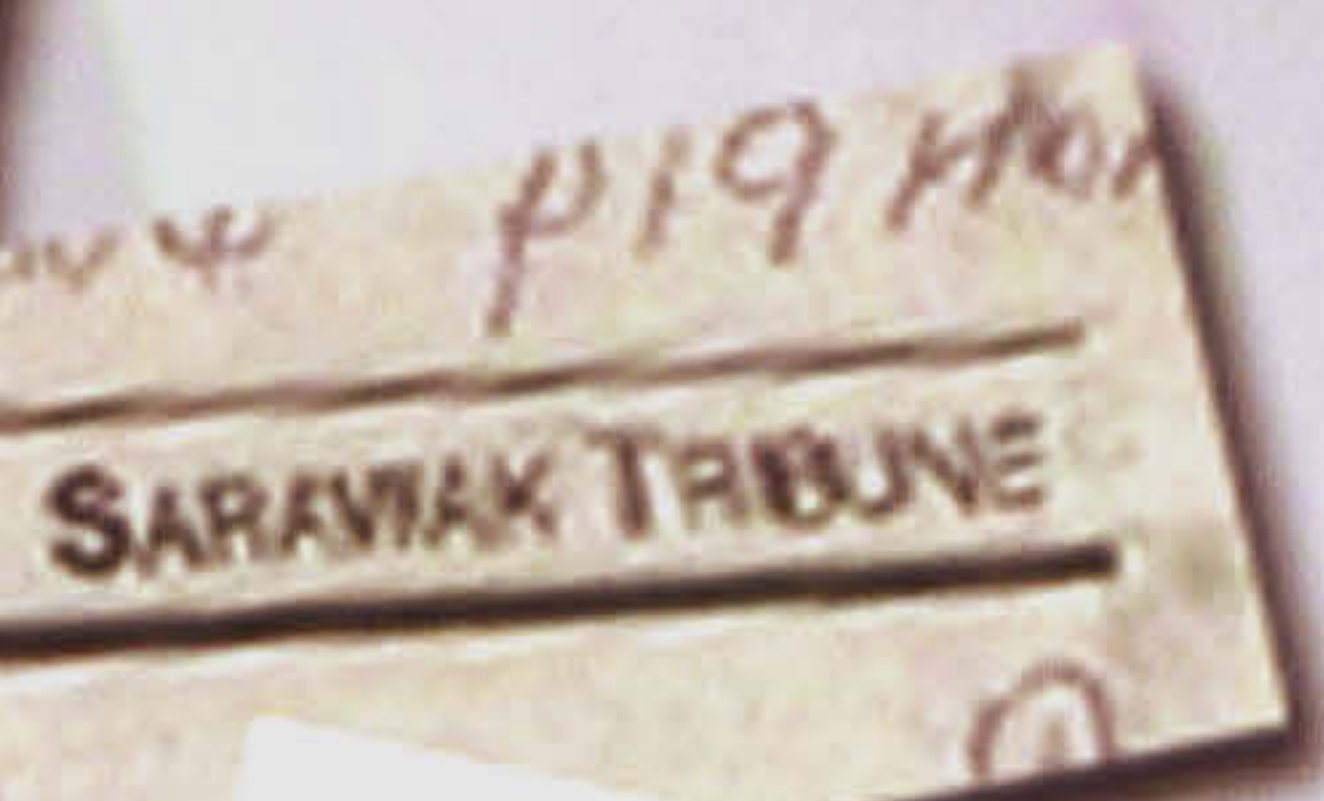
It is evident that there are differences between the first generation of Poles in the United States and the current generation businessmen. The attitudes for the past movement are not being echoed and this is worrisome. This exploratory study has looked into the Chinese attitudes, Kueichow clunk business and discussed the current situation.

The brief exposition indicates the need to achieve is high among the Indian immigrants, partly due to the push factors from China and pull factors by the Israeli government. This crucial persons may have disappointed over the generations because of the very economic prosperity sought by the earlier generations has been achieved. This allows for further exploration on the creation of entrepreneurs in a developing country which has a high level of immigration.

The research output will be used for publication in book, journal, article, and even CD-ROM for teaching and use as a research resource.

A total of 17 papers were presented during the one-day colloquium. Some of the topics are from accounting, latest auditing methods for PSC, Capital flight in Japan, AFTA 150 participants from Indonesian, Sakai, and Surabaya attended in the one-day colloquium. Twenty Economic and Business from Urmia played in the one-day colloquium.

Sharon E. ...
Associate



80

[illegible]

5

diversity, industry leaders have stated that

CMBA ALUMNI



Justin Chiong

Financial Executive Officer
Kwong Seng Cheong Food Industries Sdn. Bhd.
CMBA, 2003



Joyce Kho Ju Bian

Branch Manager
Hong Leong Bank Berhad
Kuching, Sarawak
CMBA Finance, 2005



Yong Sze Wei

Lecturer
Sedaya International College
CMBA, 2006



Suhaili Bin Mokhtar

Assistant Manager
Customer Service, PABC
Sarawak Forestry Corporation
CMBA, 2005



Shella Georgina Beatrice

Financial Executive
Maybank
CMBA, 2003

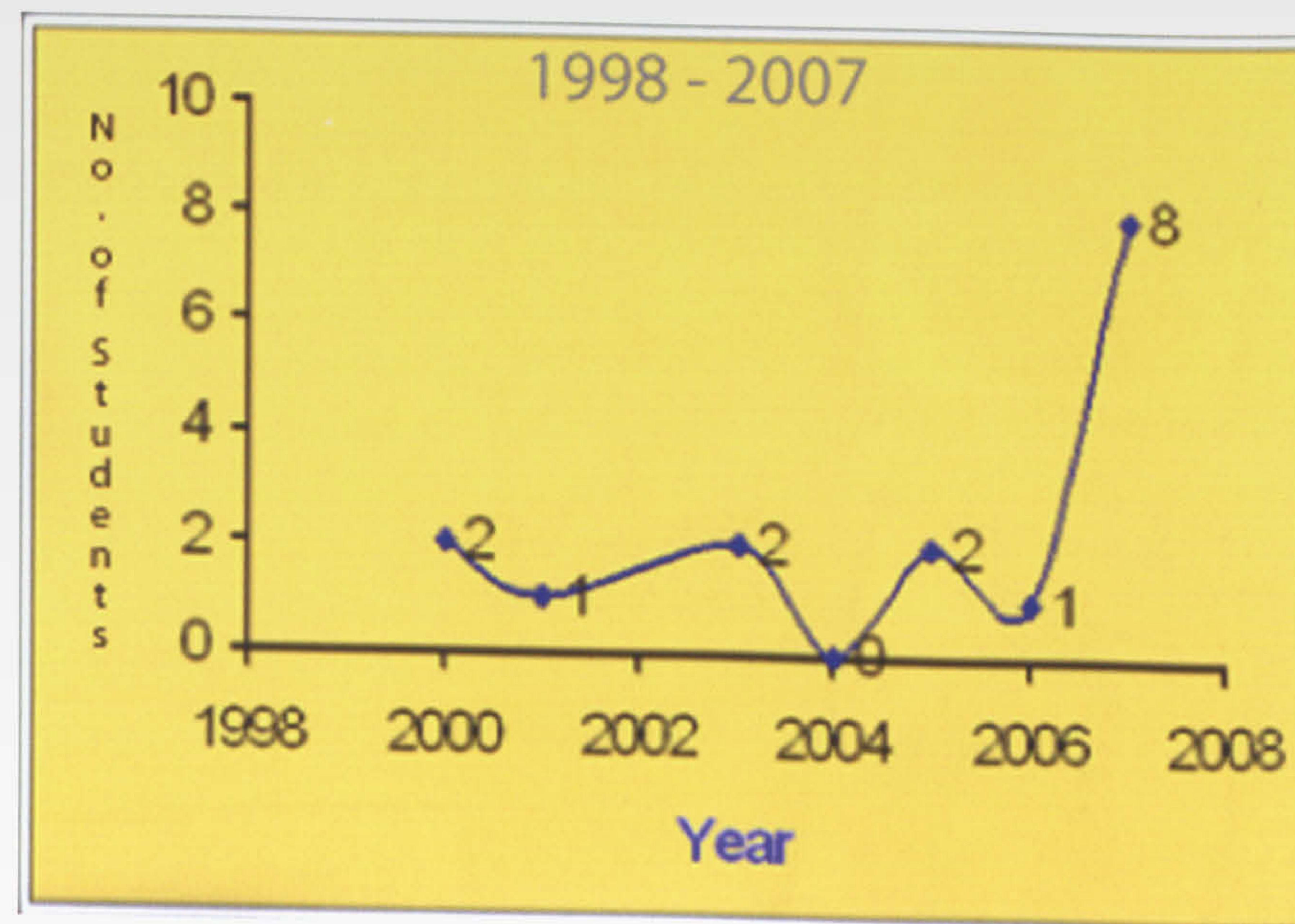


FIELD OF SPECIALISATION:

ADVERTISING
ECONOMIC INTEGRATION
ENTREPRENEURSHIP
INDUSTRIAL ECONOMICS
MARKETING
THEORIES OF THE FIRM
TOURISM MANAGEMENT
TRADE AND DEVELOPMENT

DOCTOR OF PHILOSOPHY

Ph.D Students Intake From 1998-2007



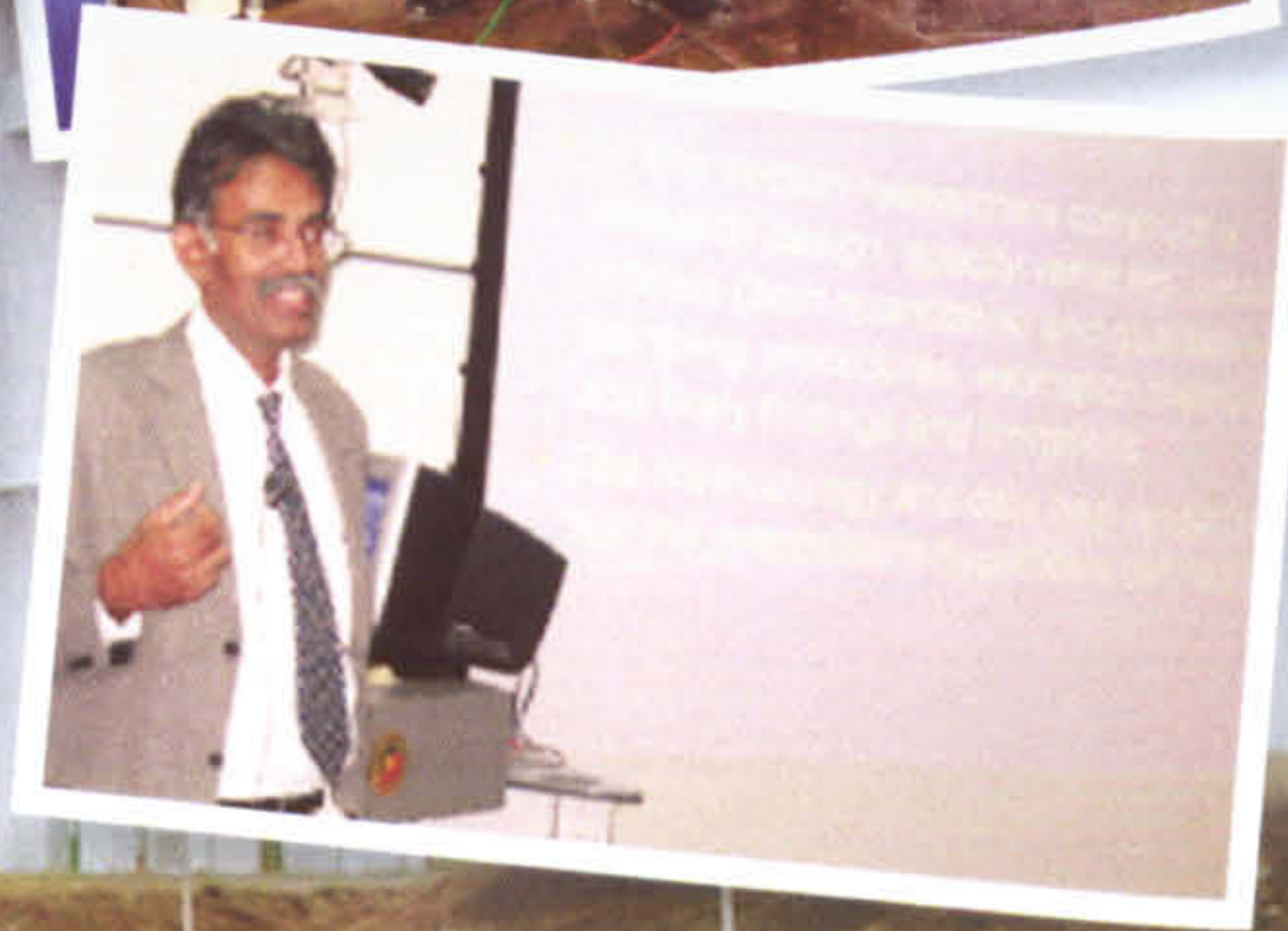
THE MANY FACES OF FEB



HAPPY FACES OF FIEB



FAKULTI EKONOMI DAN
PERNIAGAAN
FACULTY OF ECONOMICS AND
BUSINESS



"Success is the ability to go from one failure to another with no loss of enthusiasm"
- Sir Winston Churchill

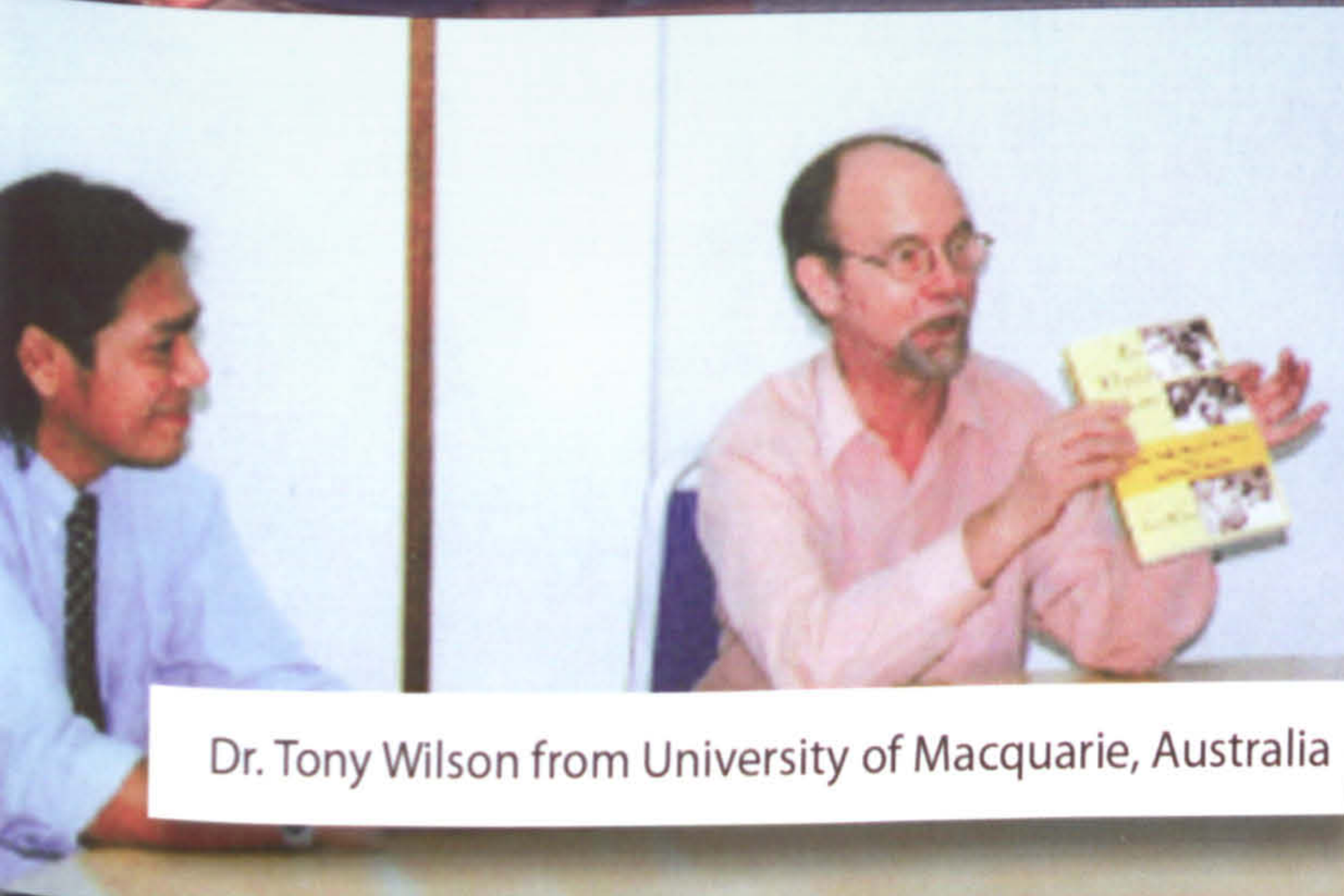
INTERNATIONAL LINKAGES



Prof Dr. Richard Schatz, Fulbright Visiting scholar, U.S.A.



Visitors from Universitas Tanjung Pura,
Kalimantan, Indonesia



Dr. Tony Wilson from University of Macquarie, Australia



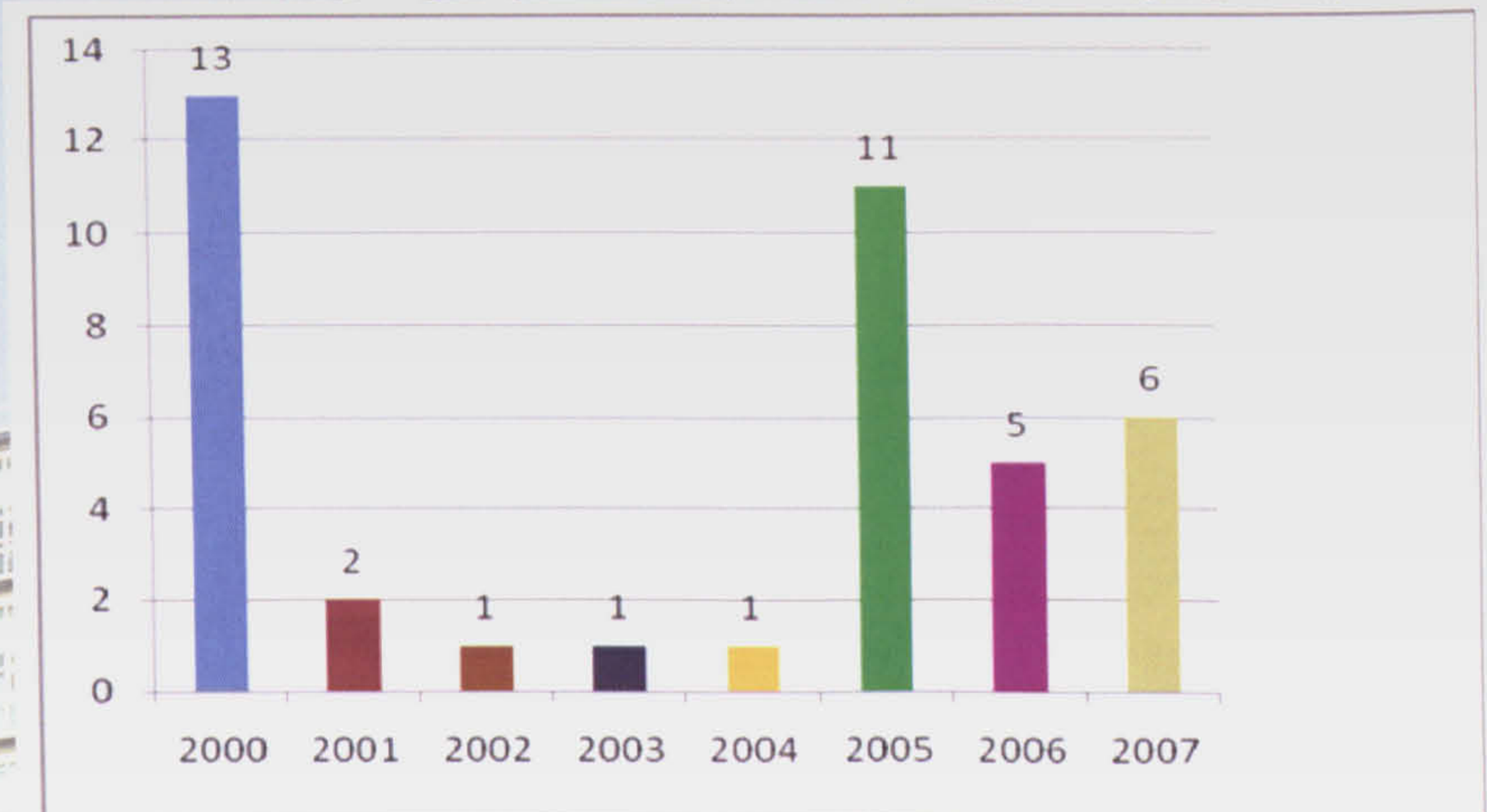
Prof. Ralph Christy from Cornell University, U.S.A.

CONFERENCES ATTENDED BY ACADEMIC STAFF

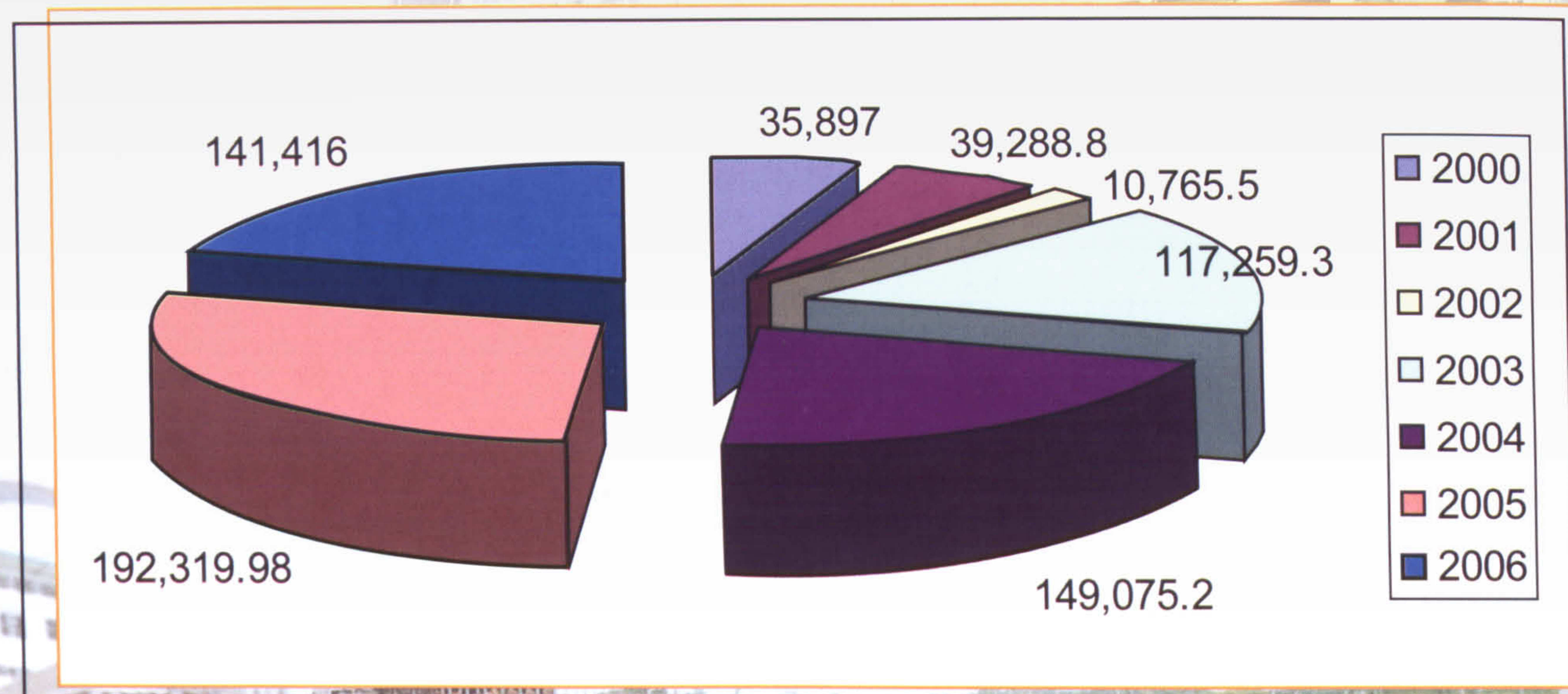
Local Conference



International Conference



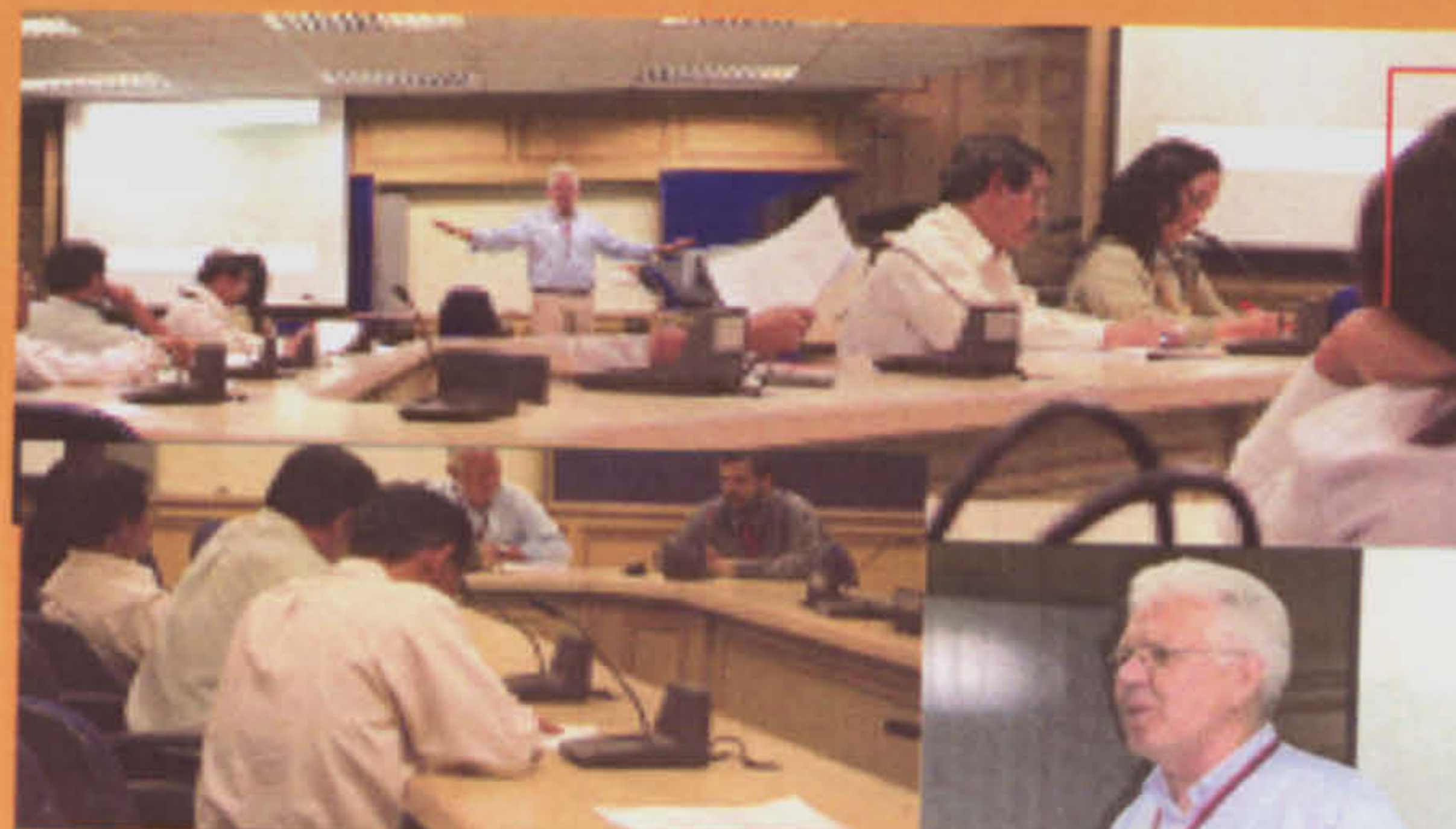
Total Grant Received (RM) 2000-2006



WORKSHOPS, SEMINARS & COLLOQUIUMS



**Workshop
on Structural
Equation Model
and Factor
Analysis**



FEB Seminar Series



**Demo on
Inputting
Marks
and
Grades**



Selamat Datang
ke
**KOLOKIUUM PASCASISWAZAH
PERNIAGAAN**
0800 88 8888 @ Putrajaya, Malaysia Sarawak



**Postgraduate
Colloquium**

CONFERENCES ORGANISED BY FEB

The first International Borneo Business Conference was hosted by Universiti Malaysia Sabah and the closing ceremony was successfully officiated by Y.Bhg Tan Sri Professor Datuk Seri Panglima Dr. Abu Hassan Othman, Vice Chancellor of UMS on 11th December 2004.



The second International Borneo Business Conference (2nd IBBC 2006) was successfully conducted on the 8th - 10th December 2006 at Hilton Hotel Kuching. "Revolutionising Knowledge Toward Economics & Business Advancement" was chosen as the theme for the conference.





Asia Pacific Marketing Conference is one of the two major conferences organised by the Faculty. It is also the flagship conference for the University.

The bi-annual conference has attracted international participants from various places such as from Australia, Finland, India, Indonesia, New Zealand, Pakistan as well as local participants.

The organising chair for the first APMC 2005 was chaired by Mr. Fathan Soetrisno.



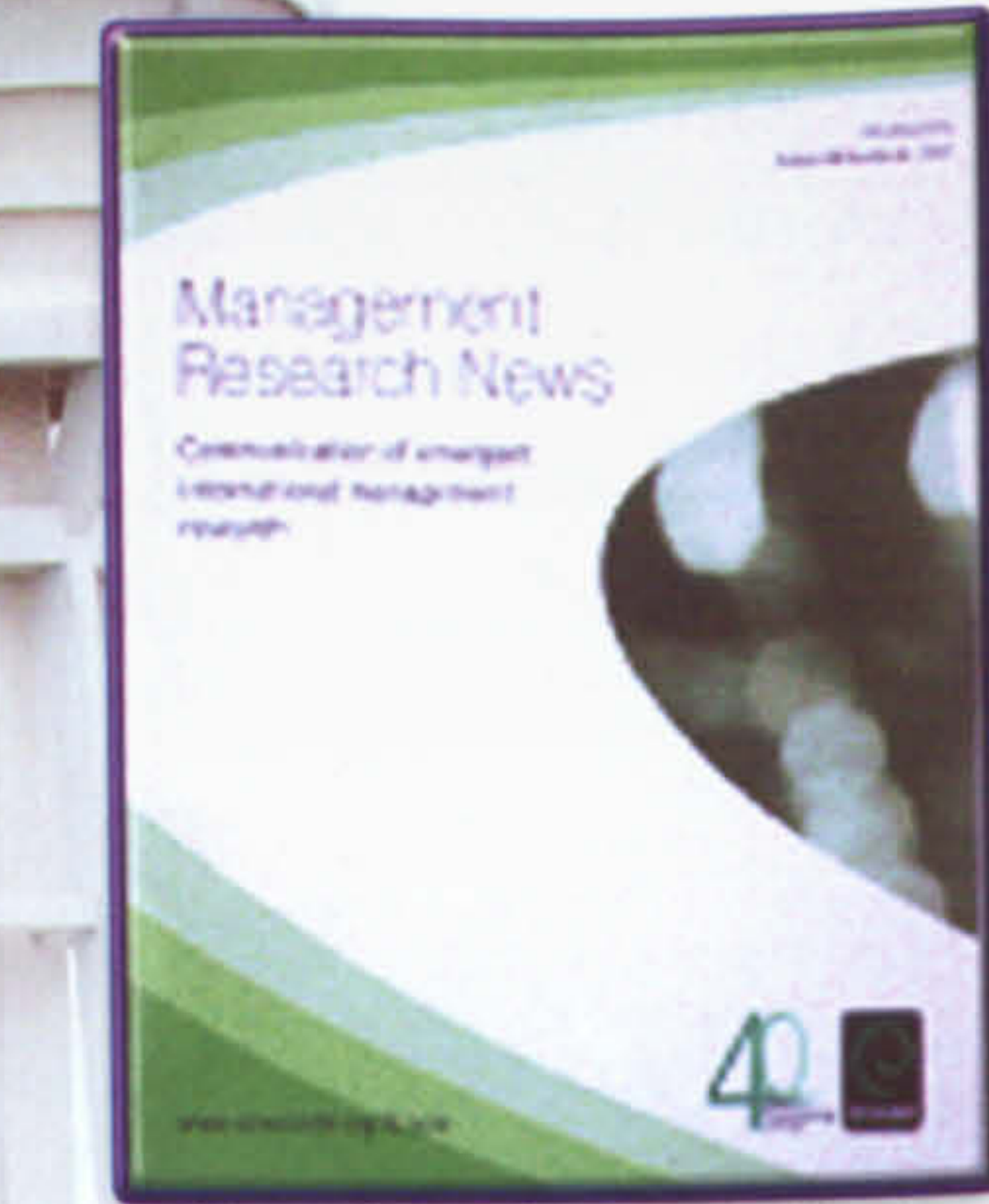
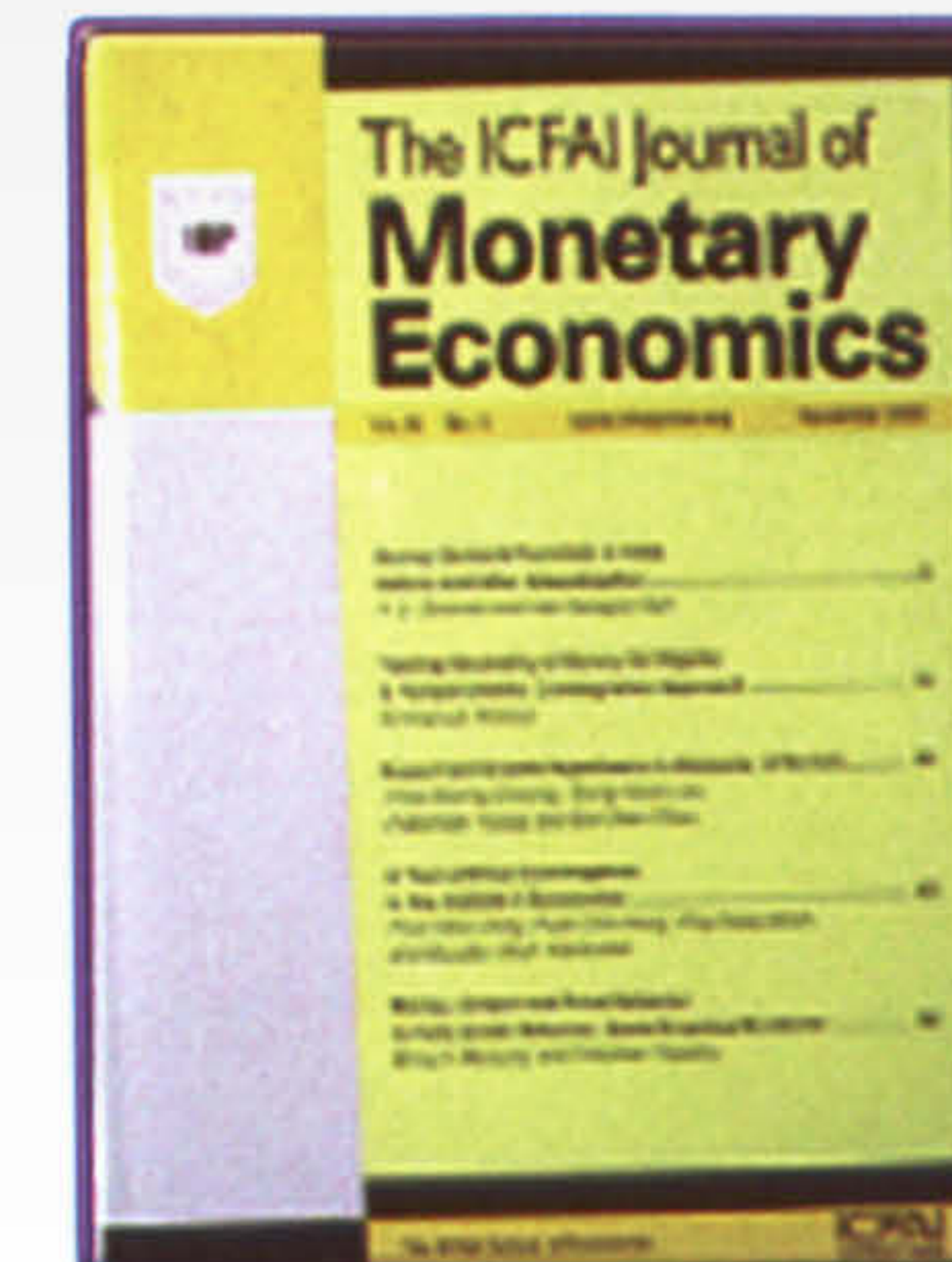
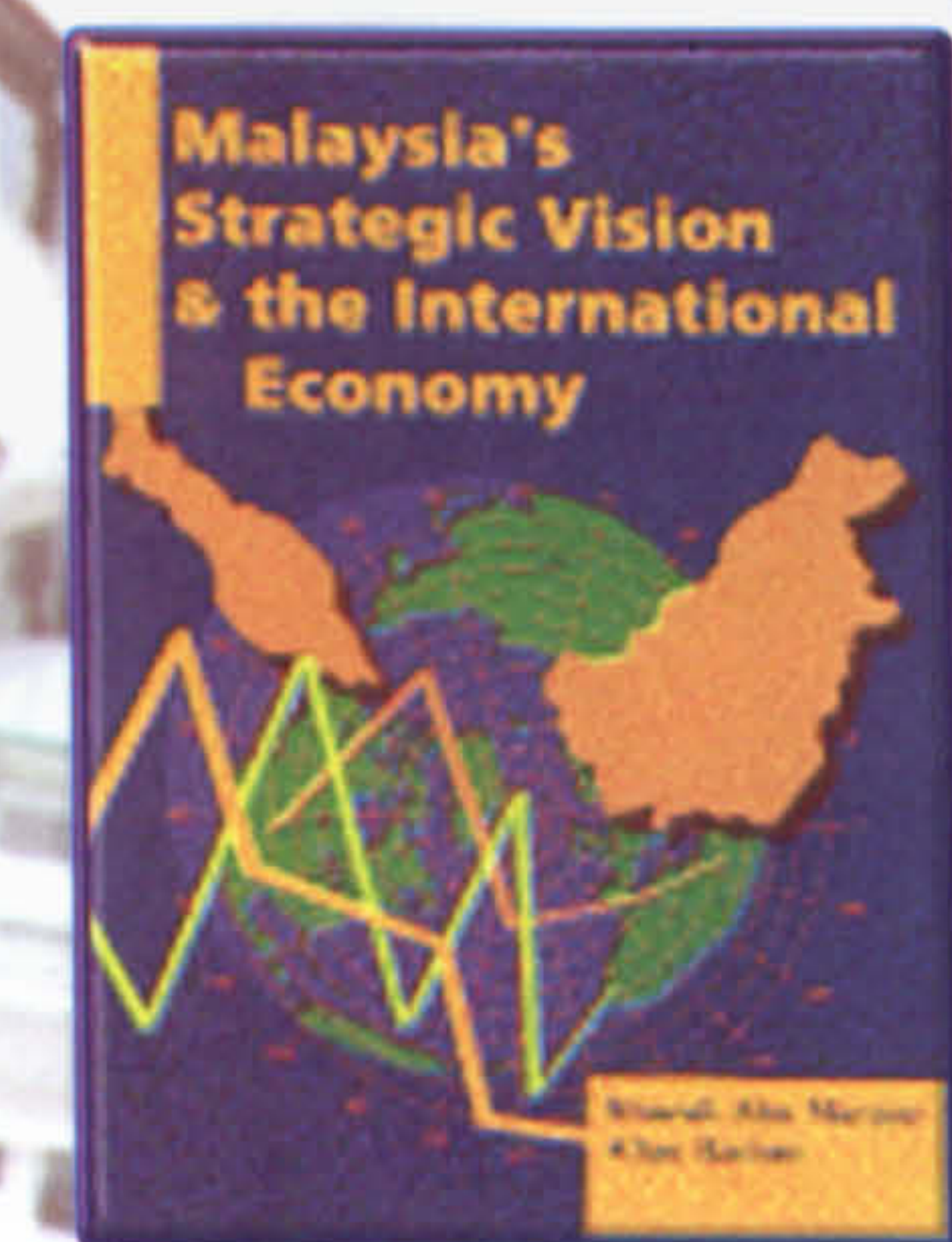
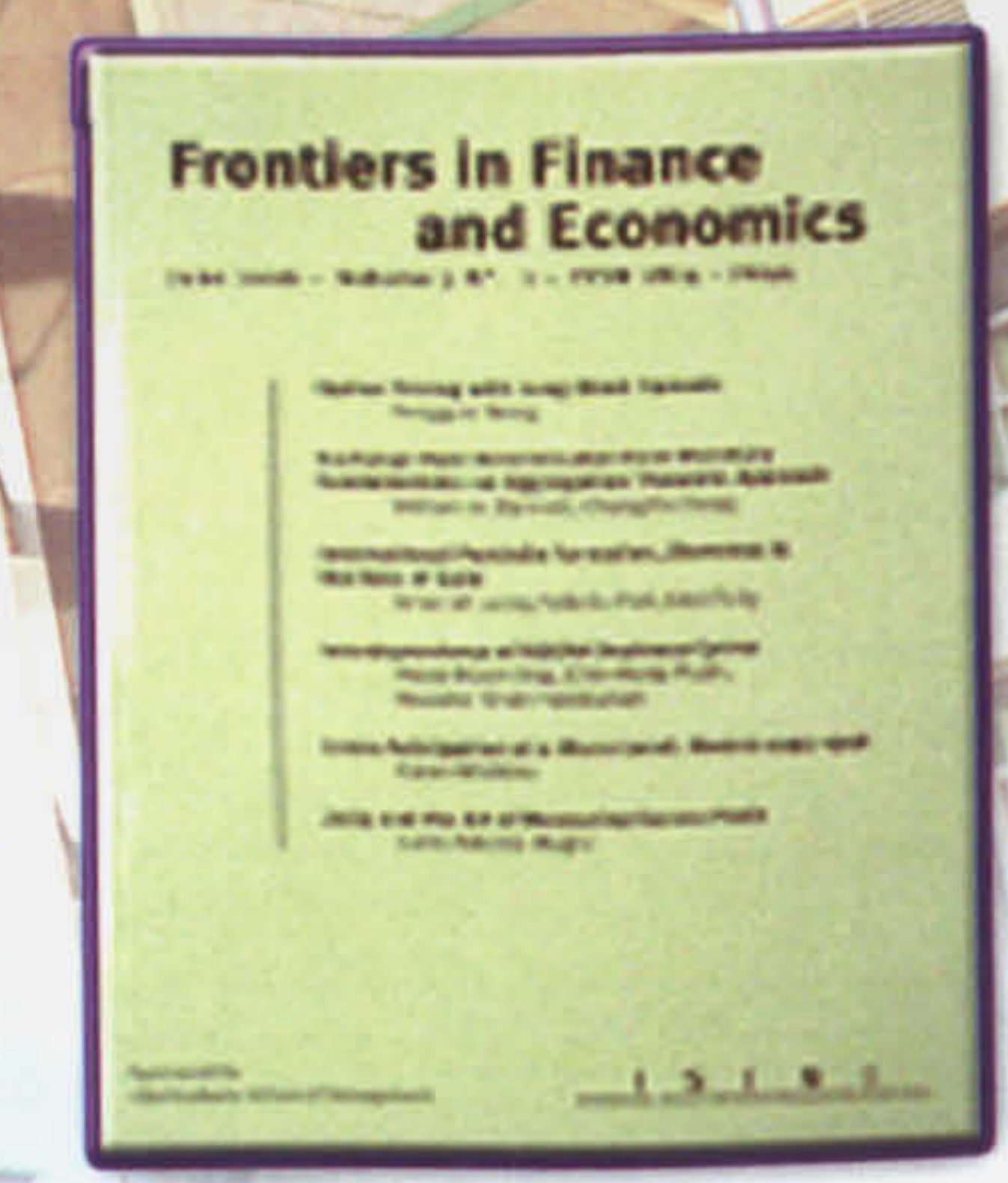
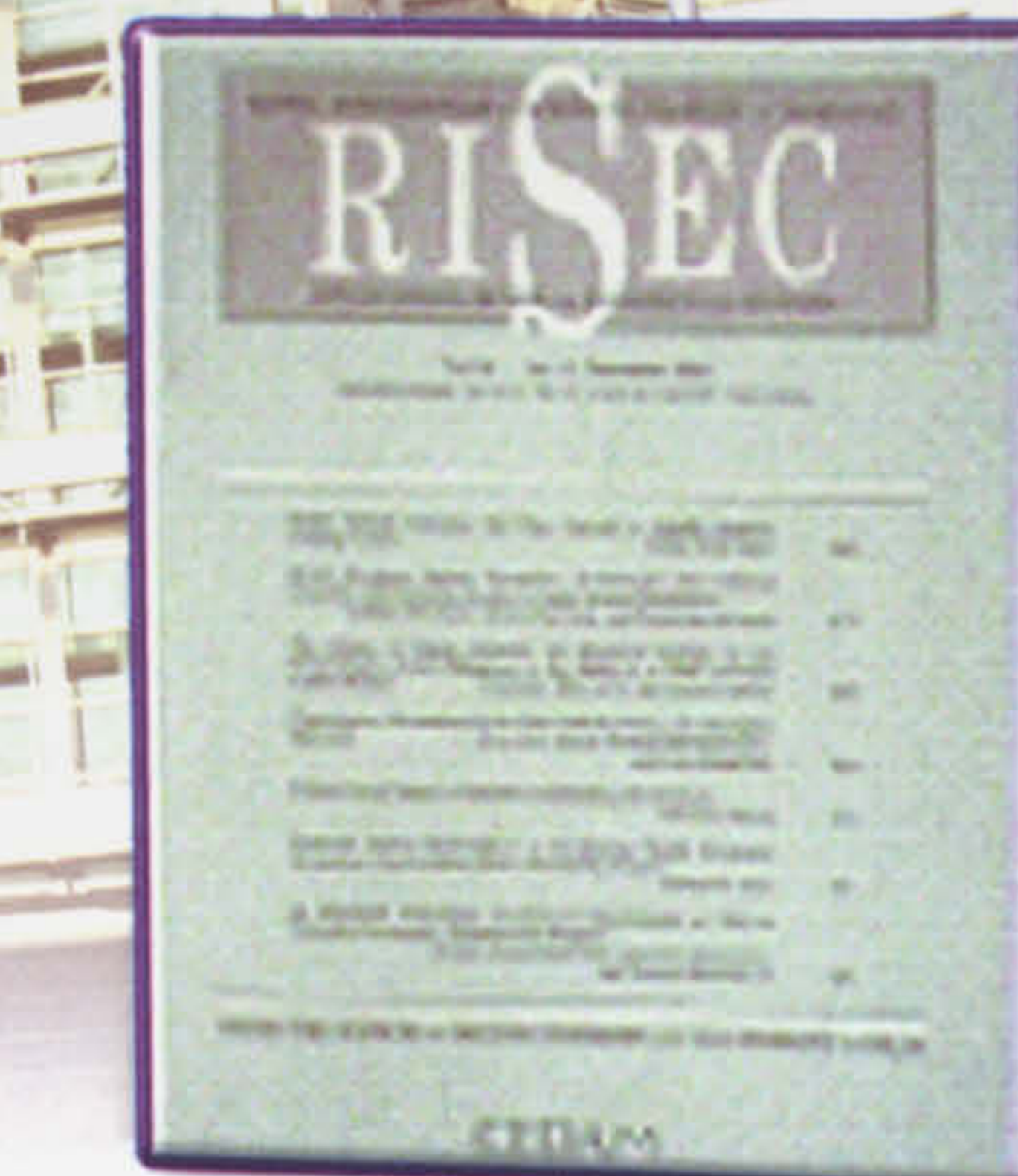
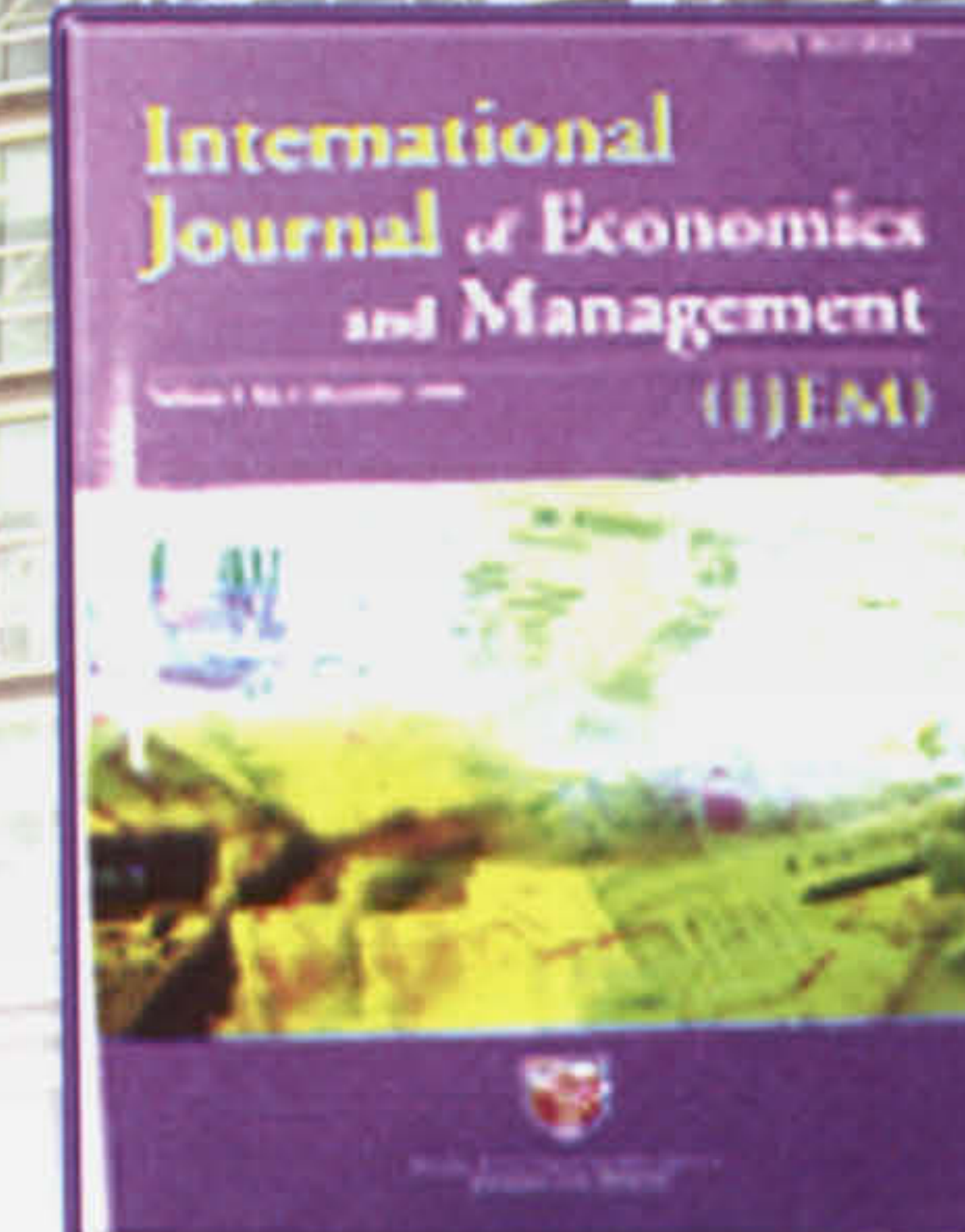
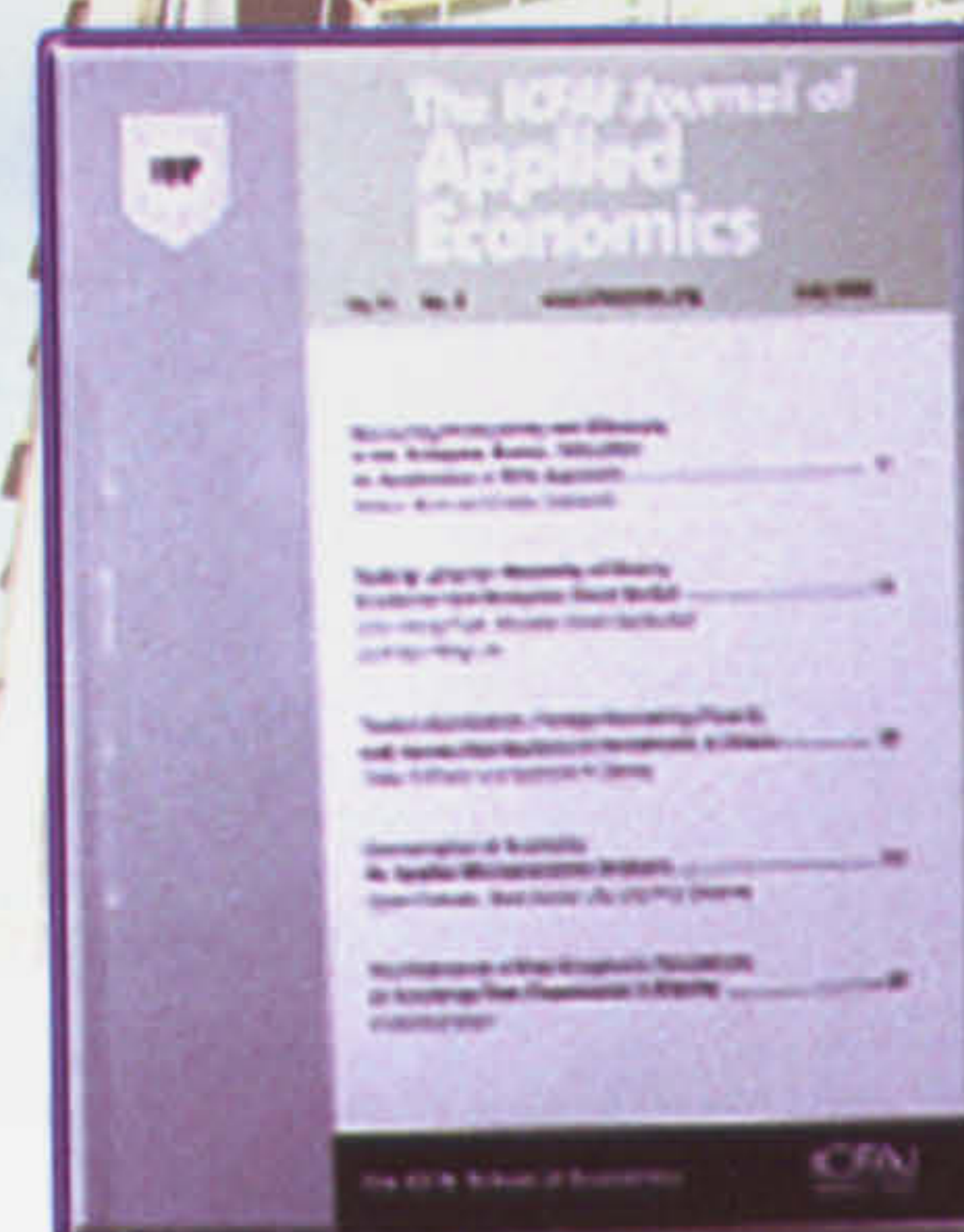
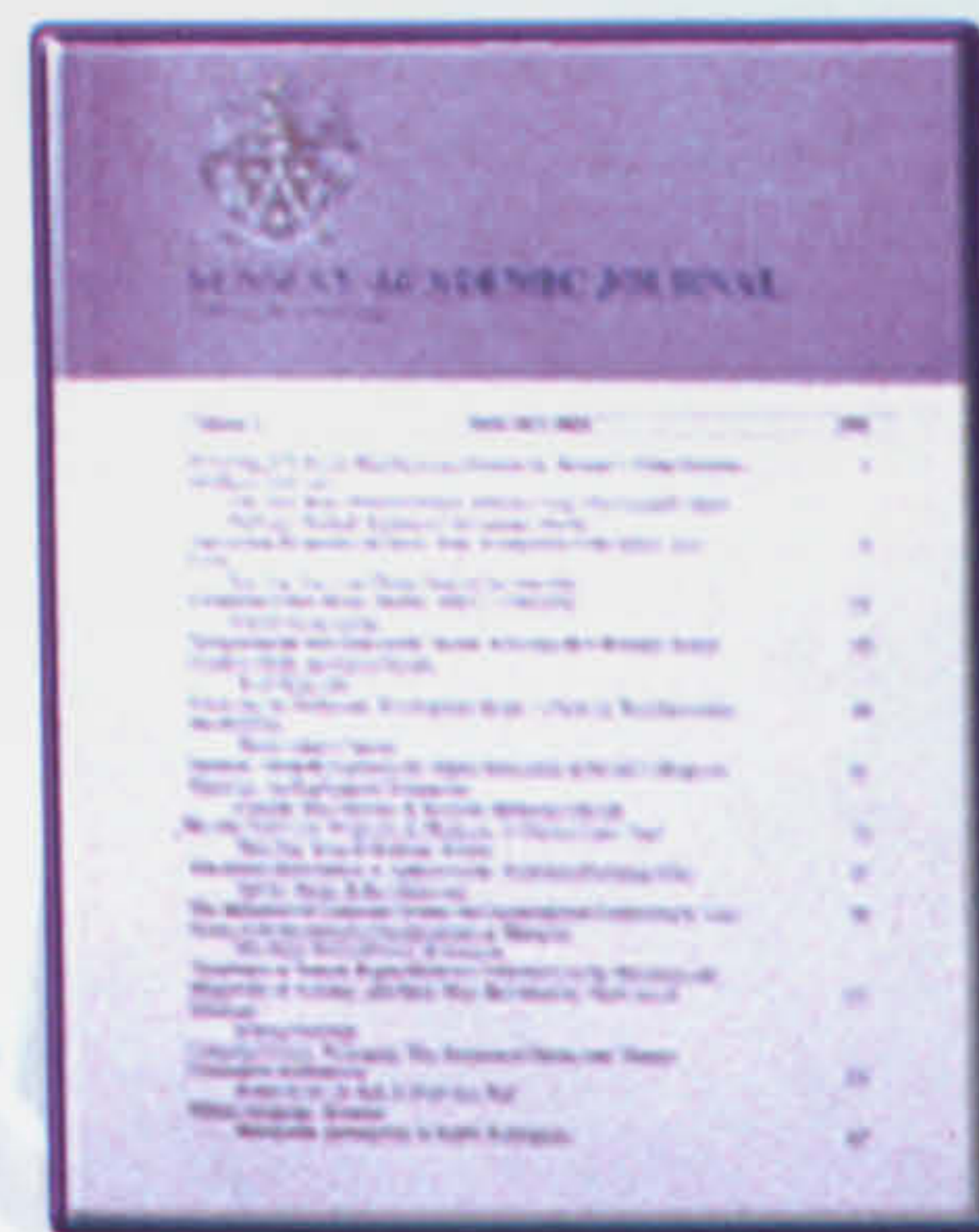
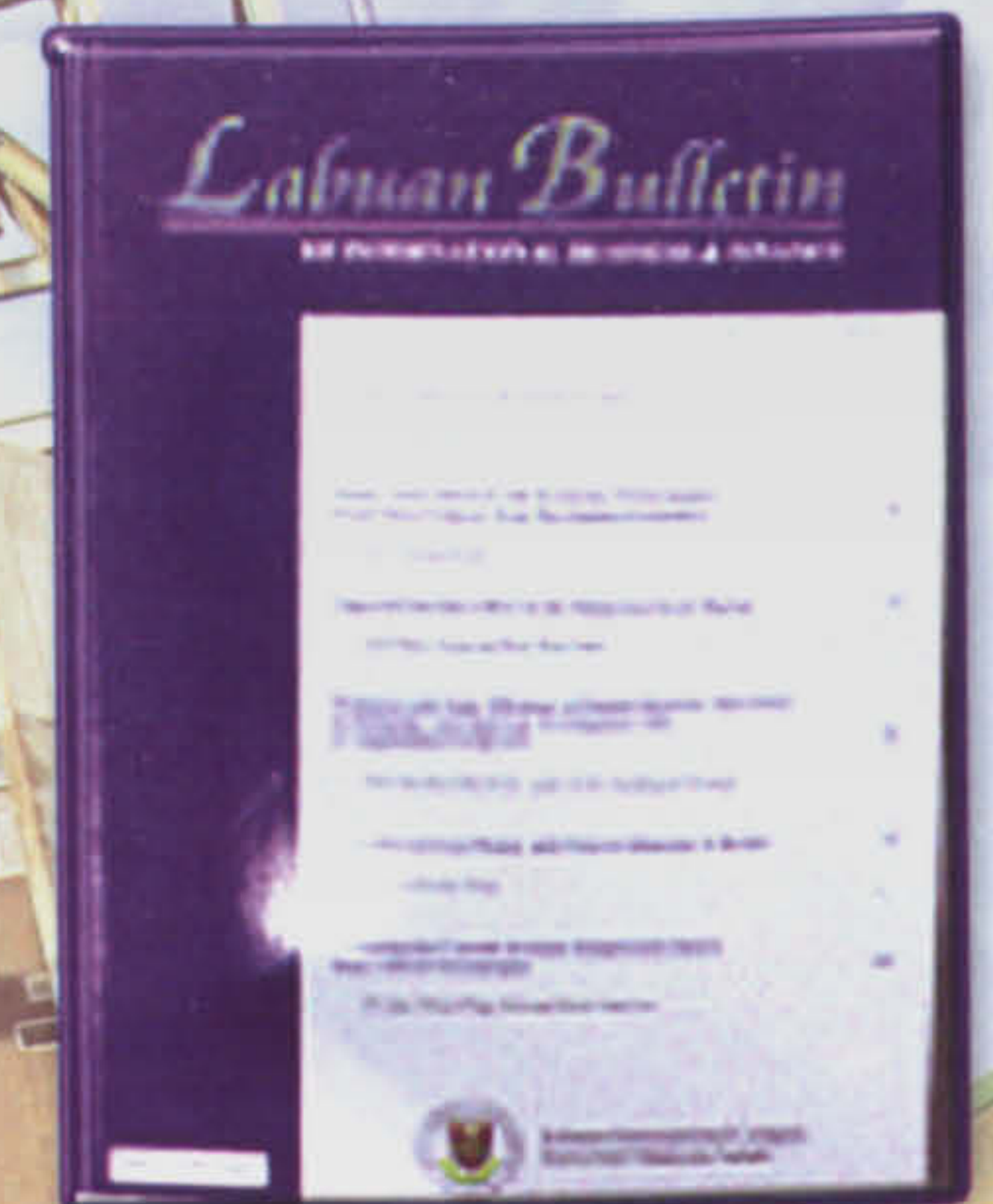
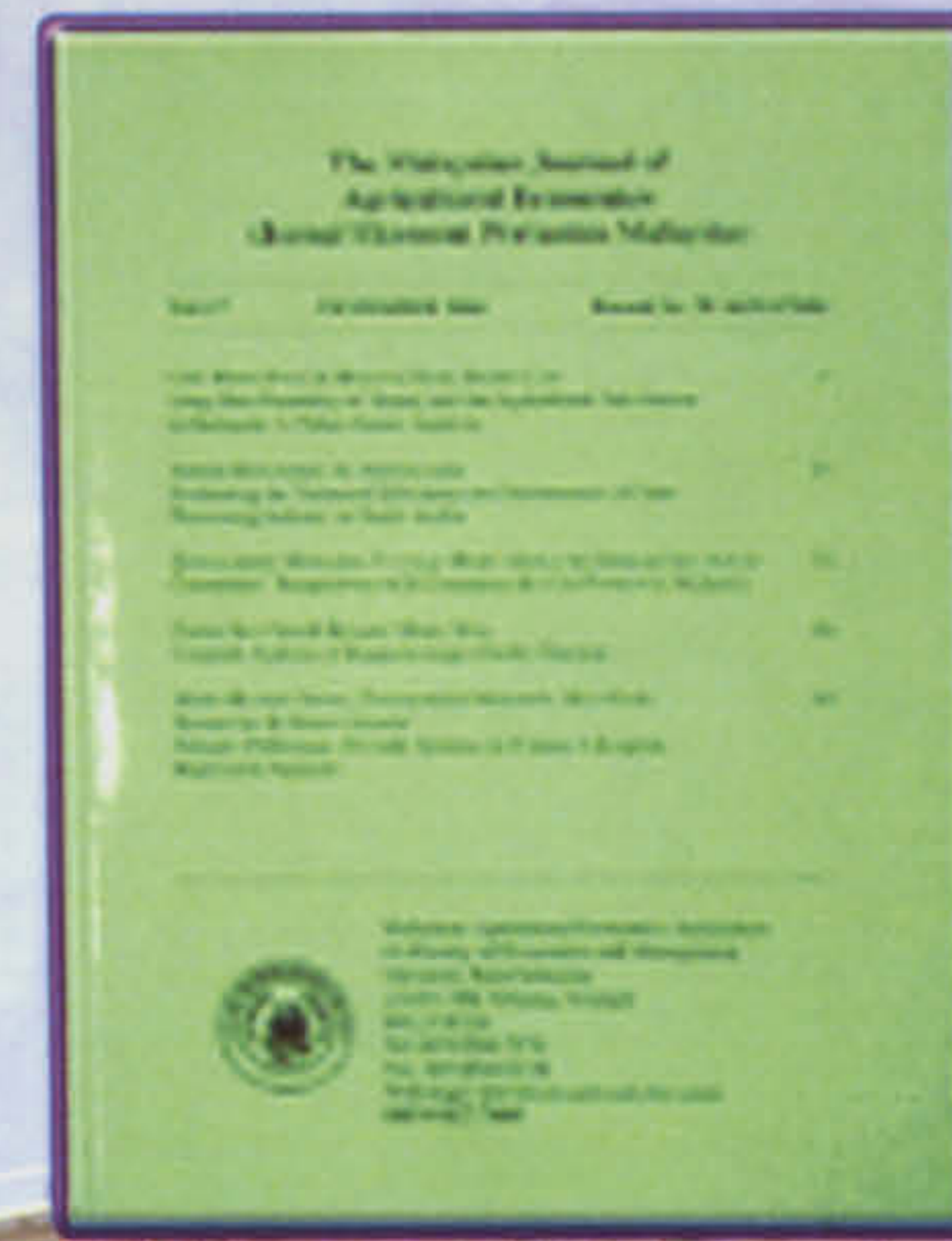
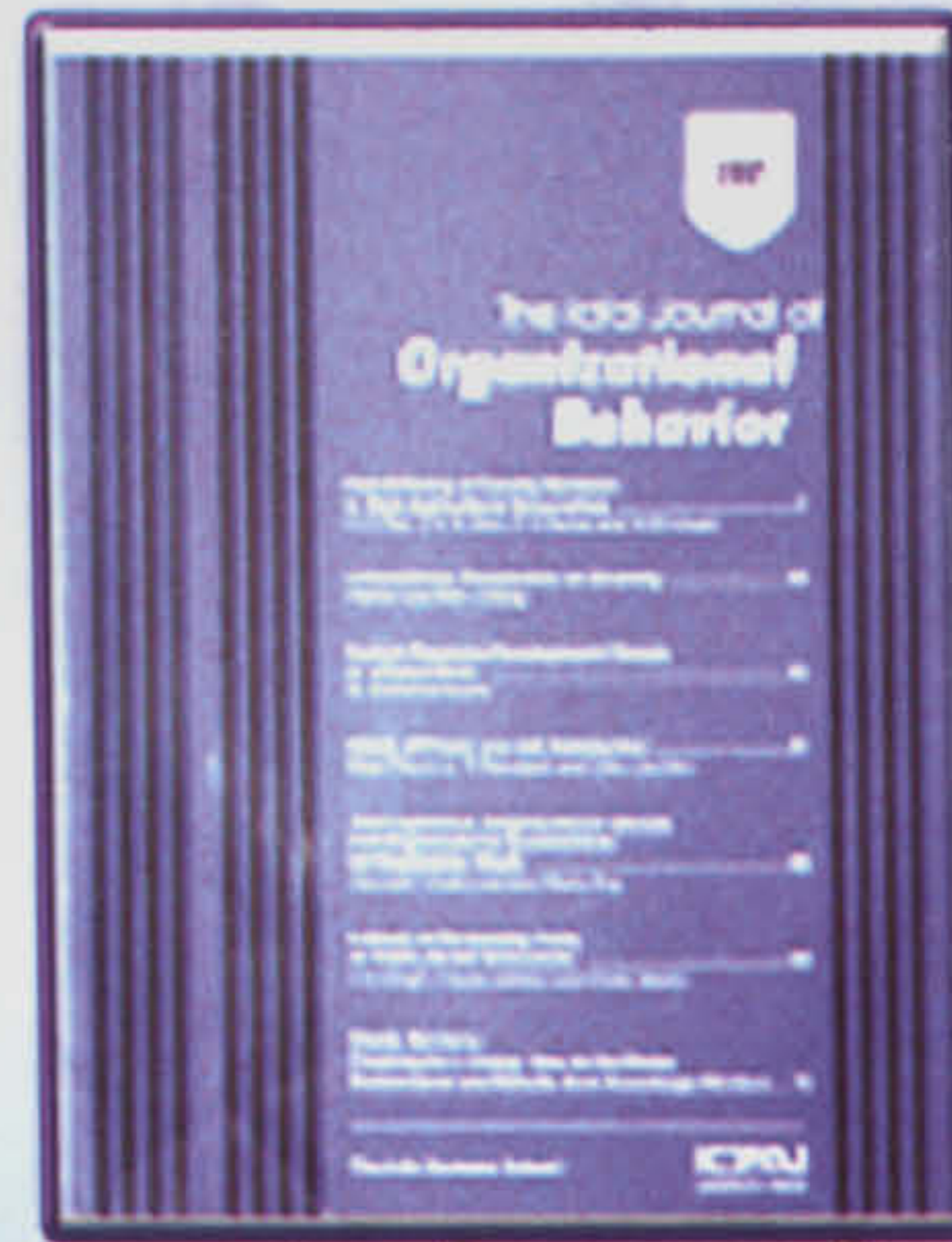
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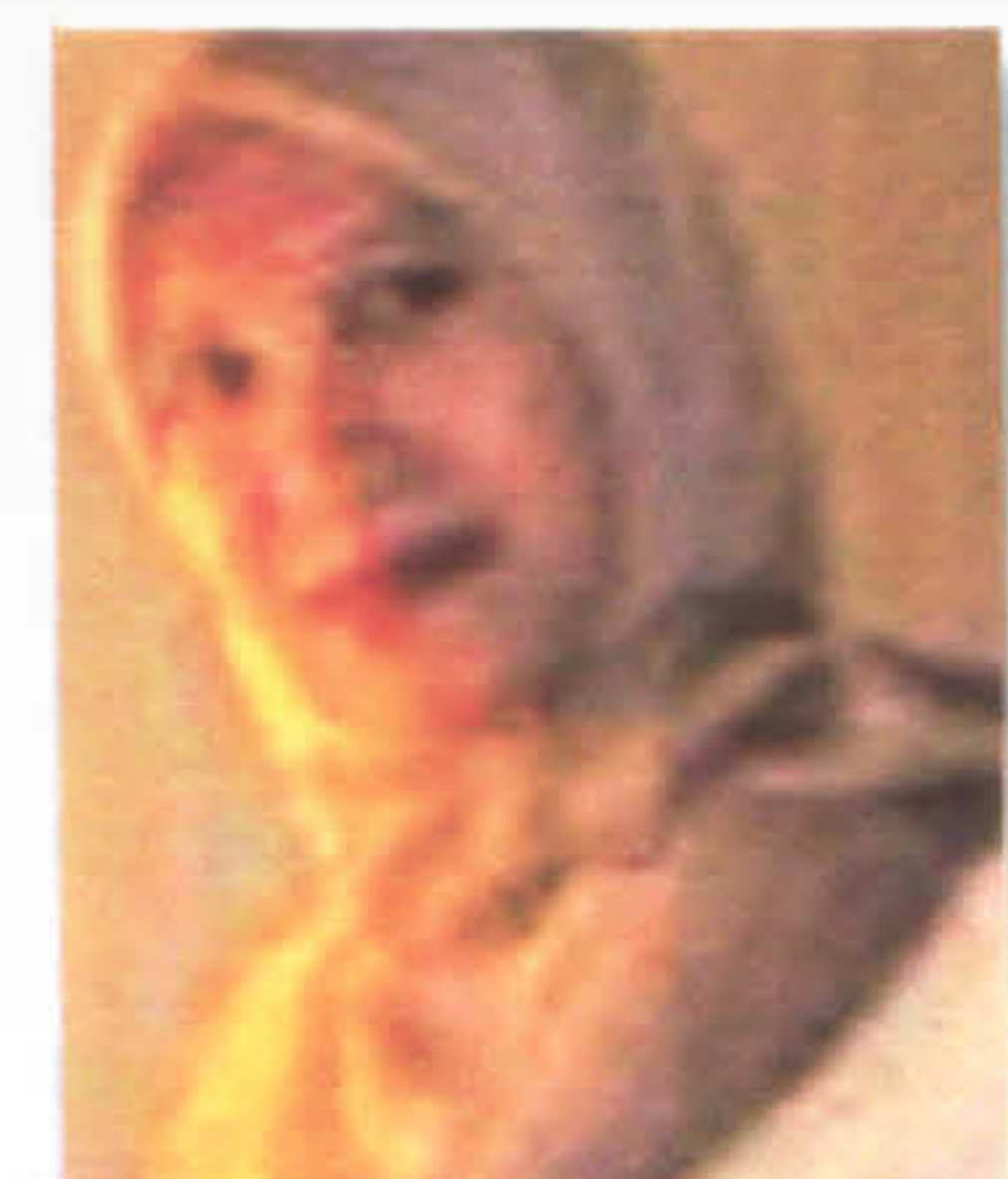
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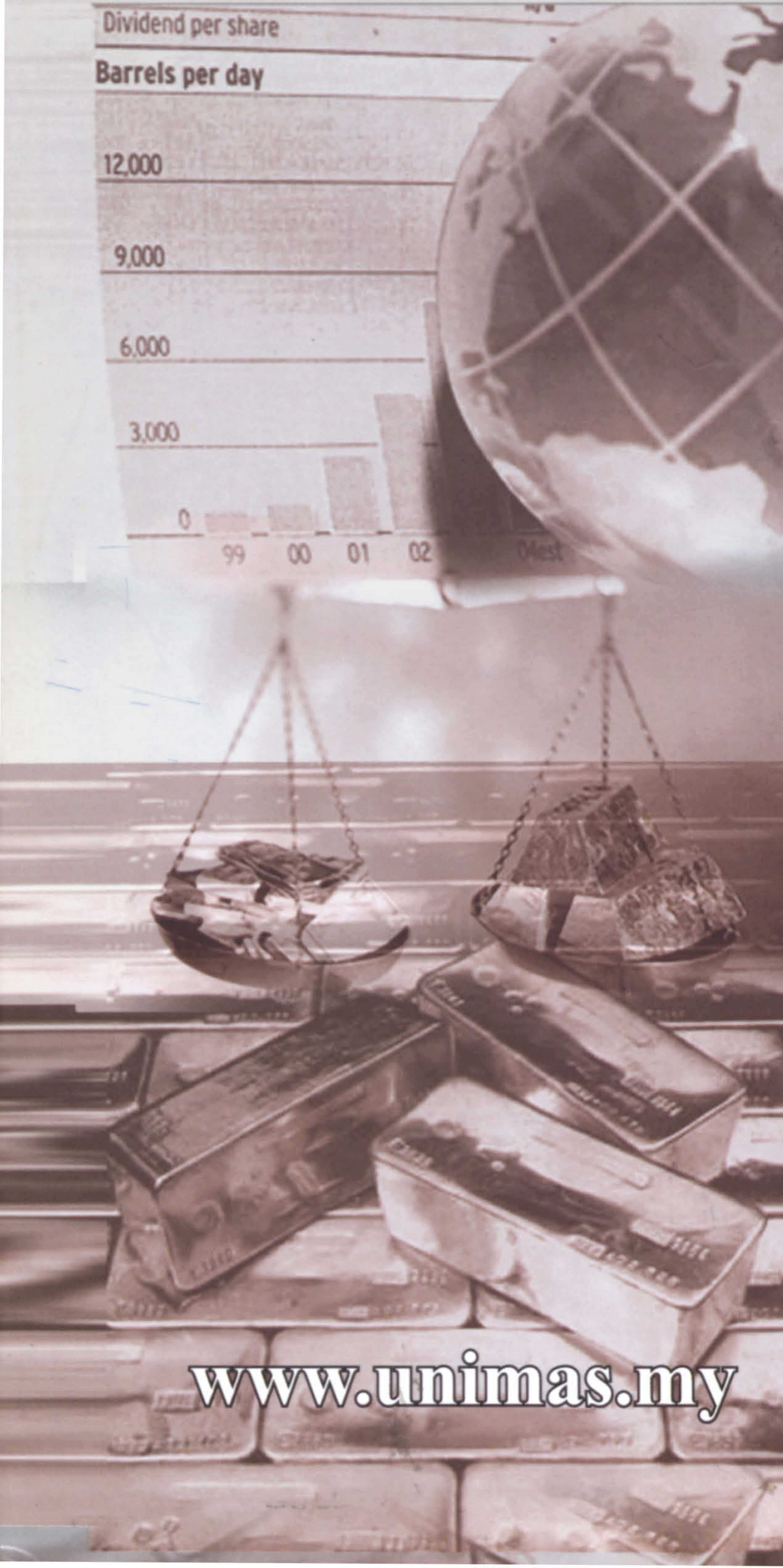


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